



WKMG

# ORDER

Print Date 08/27/12

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Flight Dates 08/29/12-09/03/12

Contract / Revision 257719 /

Original Date / Revision  
08/27/12 08/27/12

Advertiser Pol/Bill Nelson/Sen/FI/D

Agency Abar-Hutton Media, LLC

Buying Contact Shelli Hutton

6190 Grovedale Ct.  
Suite 200  
Alexandria, VA 22310-2552

Primary Account Executive  
Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Product  
DSCC/NELSON/SENATE

Agency Com 15%

Billing Contact  
6190 Grovedale Ct.  
Suite 200  
Alexandria, VA 22310-2552

Sales Office PHI

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 560

Alt Order # 06298366

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL-Senate-Democrat

Priority P-3

Advertiser Ref

Order Share 100% Market Value 21050

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	24	\$17,892.50	\$21,050.00	0.00	08/27/12	09/03/12	24	\$17,892.50	\$21,050.00
Totals	24	\$17,892.50	\$21,050.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	WKMG	09/03/12	09/03/12	Morn News at 5a Morn News at 5a	CM	5-530a	1-----	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	1-----		1				\$300.00		0.00			
E 2	WKMG	08/31/12	08/31/12	Morn News at 530a Morn News at 530a	CM	530-6a	----1--	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	----1--		1				\$400.00		0.00			
E 3	WKMG	08/29/12	08/29/12	10-11a Let's Make A Deal Let's Make a Deal	CM	10-11a	--1----	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	--1----		1				\$600.00		0.00			
E 4	WKMG	08/29/12	08/31/12	11-12p Price Is Right Price Is Right	CM	11a-12p	--W-F--	:30	2	\$800.00	P-3	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			



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Contract / Revision

257719

Flight Dates 08/29/12-09/03/12

Hiatus Dates

Original Date / Revision 08/27/12/ 08/27/12

Order Sep 00:15:00

Advertiser Pol/Bill Nelson/Sen/FI/D

Product DSCC/NELSON/SENATE

Estimate # 560

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 4	WKMG	08/29/12	08/31/12	11-12p Price Is Right Price Is Right	CM	11a-12p	--W-F--	:30	2	\$800.00	P-3	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	--W-F--					2	\$800.00		0.00			
E 5	WKMG	09/03/12	09/03/12	11-12p Price Is Right Price Is Right	CM	11a-12p	1-----	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
Week:		09/03/12	09/09/12	1-----					1	\$800.00		0.00			
E 6	WKMG	08/29/12	08/31/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	--WTF--	:30	3	\$700.00	P-3	0.00	NM	3	\$2,100.00
Week:		08/27/12	09/02/12	--WTF--					3	\$700.00		0.00			
E 7	WKMG	09/03/12	09/03/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	1-----	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
Week:		09/03/12	09/09/12	1-----					1	\$700.00		0.00			
E 8	WKMG	08/29/12	08/31/12	1230-2p CBS Soaps Soaps	CM	12:30-2p	--WTF--	:30	3	\$800.00	P-3	0.00	NM	3	\$2,400.00
Week:		08/27/12	09/02/12	--WTF--					3	\$800.00		0.00			
E 9	WKMG	09/03/12	09/03/12	1230-2p CBS Soaps Soaps	CM	12:30-2p	1-----	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
Week:		09/03/12	09/09/12	1-----					1	\$800.00		0.00			
E 10	WKMG	08/29/12	08/29/12	M-F 7:30-8p Inside Ed Inside Edition	CM	730-8p	--1----	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
Week:		08/27/12	09/02/12	--1----					1	\$1,200.00		0.00			
E 11	WKMG	08/29/12	09/02/12	M-SU 11p News M-SU 11p News	CM	11-1135p	--W--SS	:30	3	\$1,800.00	P-3	0.00	NM	3	\$5,400.00
Week:		08/27/12	09/02/12	--W--SS					3	\$1,800.00		0.00			
E 12	WKMG	08/31/12	08/31/12	M-F David Letterman David Letterman	CM	1136p-1238a	----1--	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
Week:		08/27/12	09/02/12	----1--					1	\$700.00		0.00			
E 13	WKMG	09/01/12	09/01/12	Sat 6p News Sat Local 6 News at 6p	CM	6-630p	-----1-	:30	1	\$550.00	P-3	0.00	NM	1	\$550.00
Week:		08/27/12	09/02/12	-----1-					1	\$550.00		0.00			
E 14	WKMG	09/01/12	09/01/12	Sat 1135p-1205a Inside Edition Wknd	CM	1135p-1205a	-----1-	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
Week:		08/27/12	09/02/12	-----1-					1	\$500.00		0.00			
E 15	WKMG	09/01/12	09/01/12	Sat 1205-105a Extra Wknd	CM	1205-105a	-----1-	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
Week:		08/27/12	09/02/12	-----1-					1	\$400.00		0.00			
E 16	WKMG	09/02/12	09/02/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----2	:30	2	\$1,300.00	P-3	0.00	NM	2	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



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Contract / Revision **257719** Flight Dates **08/29/12-09/03/12**

Hiatus Dates

Original Date / Revision 08/27/12/ 08/27/12

Order Sep 00:15:00

Advertiser **Pol/Bill Nelson/Sen/FI/D** Product **DSCC/NELSON/SENATE**

Estimate # **560**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 16	WKMG	09/02/12	09/02/12	CBS Sunday Morning	CM	9-1030a	-----2	:30	2	\$1,300.00	P-3	0.00 NM	2	\$2,600.00
				CBS Sunday Morning										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week: 08/27/12		09/02/12	-----2	2		\$1,300.00		0.00						
													Totals	24 \$21,050.00



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# ORDER

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Flight Dates 08/22/12-08/27/12

Contract / Revision 257269 /

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08/20/12 08/20/12

Advertiser POL/BNelson/DSCC/D/SEN/f

Agency Abar-Hutton Media, LLC

Buying Contact Shelli Hutton

6190 Grovedale Ct.  
Suite 200  
Alexandria, VA 22310-2552

Product  
DSCC-NELSON

Agency Com 15%

Billing Contact  
6190 Grovedale Ct.  
Suite 200  
Alexandria, VA 22310-2552

Sales Office PHI

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 551

Alt Order # 06288177

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes AGY POL CAND

Product Codes PL-Senate-Democrat

Priority P-3

Advertiser Ref

Primary Account Executive  
Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Order Share 100% Market Value 8500

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	5	\$6,460.00	\$7,600.00	0.00	07/30/12	08/26/12	5	\$6,460.00	\$7,600.00
September 2012	1	\$765.00	\$900.00	0.00	08/27/12	08/27/12	1	\$765.00	\$900.00
Totals	6	\$7,225.00	\$8,500.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	WKMG	08/23/12	08/23/12	11-12p Price Is Right Price Is Right	CM	11a-12p	---1---	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	---1---					1	\$900.00		0.00			
E 2	WKMG	08/27/12	08/27/12	11-12p Price Is Right Price Is Right	CM	11a-12p	1-----	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	1-----					1	\$900.00		0.00			
E 3	WKMG	08/22/12	08/22/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	--1----	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	--1----					1	\$800.00		0.00			
E 4	WKMG	08/23/12	08/26/12	M-SU 11p News M-SU 11p News	CM	11-1135p	---T---S	:30	2	\$2,200.00	P-3	0.00	NM	2	\$4,400.00



WKMG

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Contract / Revision    **257269**    Flight Dates **08/22/12-08/27/12**

Hiatus Dates

Original Date / Revision    08/20/12/    08/20/12

Order Sep    00:15:00

Advertiser    **POL/BNelson/DSCC/D/SEN.**    Product **DSCC-NELSON**

Estimate #    **551**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 4	WKMG	08/23/12	08/26/12	M-SU 11p News M-SU 11p News	CM	11-1135p	---T--S	:30	2	\$2,200.00	P-3	0.00 NM	2	\$4,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/20/12	08/26/12	---T--S					2	\$2,200.00		0.00		
E 5	WKMG	08/26/12	08/26/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----1	:30	1	\$1,500.00	P-3	0.00 NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/20/12	08/26/12	-----1					1	\$1,500.00		0.00		
													Totals	6 \$8,500.00



WKMG

# ORDER

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Flight Dates 08/15/12-08/21/12

Contract / Revision 256559 /

Original Date / Revision  
08/10/12 08/10/12

Advertiser Pol/Bill Nelson/Sen/FI/D

Agency Abar-Hutton Media, LLC

Buying Contact Shelli Hutton

6190 Grovedale Ct.  
Suite 200  
Alexandria, VA 22310-2552

Product  
DSCC-NELSON

Agency Com 15%

Billing Contact

6190 Grovedale Ct.  
Suite 200  
Alexandria, VA 22310-2552

Sales Office PHI

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 544

Alt Order # 06272955

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL-Senate-Democrat

Priority P-3

Advertiser Ref

Primary Account Executive  
Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Order Share 100% Market Value 8300

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	6	\$7,055.00	\$8,300.00	0.00	07/30/12	08/21/12	6	\$7,055.00	\$8,300.00
Totals	6	\$7,055.00	\$8,300.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	WKMG	08/16/12	08/16/12	11-12p Price Is Right	CM	11a-12p	---1---	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
				Price Is Right											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	---1---					1	\$800.00		0.00			
E 2	WKMG	08/20/12	08/20/12	11-12p Price Is Right	CM	11a-12p	1-----	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
				Price Is Right											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	1-----					1	\$800.00		0.00			
E 3	WKMG	08/16/12	08/19/12	M-SU 11p News	CM	11-1135p	---T--S	:30	2	\$1,800.00	P-3	0.00	NM	2	\$3,600.00
				M-SU 11p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	---T--S					2	\$1,800.00		0.00			
E 4	WKMG	08/21/12	08/21/12	M-F 11p News	CM	11-1135p	-1-----	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
				M-F 11p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



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Contract / Revision **256559** Flight Dates **08/15/12-08/21/12**

Hiatus Dates

Original Date / Revision 08/10/12/ 08/10/12

Order Sep 00:15:00

Advertiser **Pol/Bill Nelson/Sen/FI/D** Product **DSCC-NELSON**

Estimate # **544**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 4	WKMG	08/21/12	08/21/12	M-F 11p News M-F 11p News	CM	11-1135p	-1-----	:30	1	\$1,800.00	P-3	0.00 NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/20/12	08/26/12	-1-----					1	\$1,800.00		0.00		
E 5	WKMG	08/19/12	08/19/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----1	:30	1	\$1,300.00	P-3	0.00 NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/13/12	08/19/12	-----1					1	\$1,300.00		0.00		
													Totals	6 \$8,300.00